

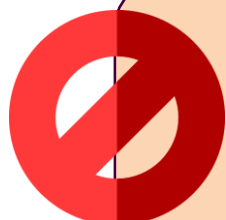
PRODUCT MISCATEGORIZATION POLICY

Overview Of Product Miscategorization Policy



WHAT IS PRODUCT MISCATEGORIZATION?

Product Miscategorization refers to products that are placed in incorrect categories, making it difficult for buyers to find the right products online. For example, placing a *t-shirt* under the *electronics* category.



WHAT HAPPENS WHEN A PRODUCT IS MISCATEGORIZED?

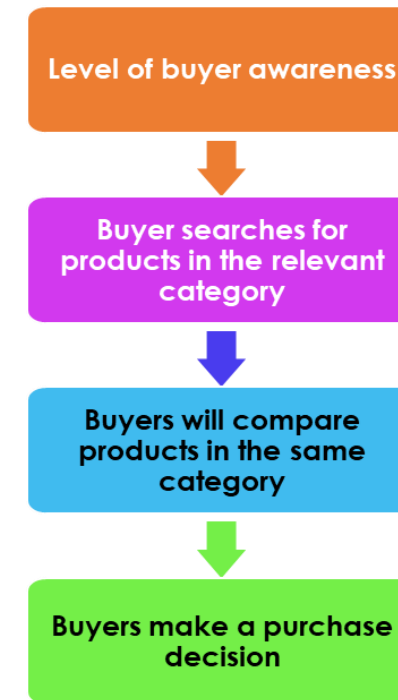
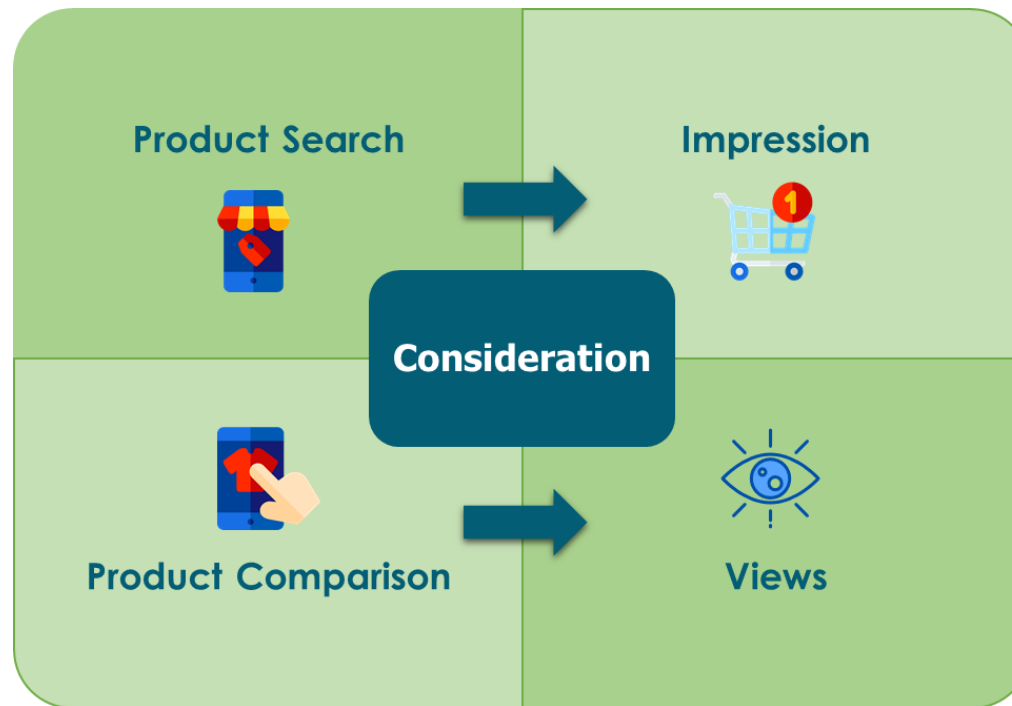
Daraz reserves the right to deactivate the miscategorized product. Sellers will be notified to edit their product with the correct category before activating the product again



WHAT IS THE OUTCOME OF WILFUL MISCATEGORIZATION?

If a seller has been identified to have willfully miscategorized a product, the corresponding product will be locked and the seller will receive up to 3 non-compliance points

Why Is Correct Categorization Important?



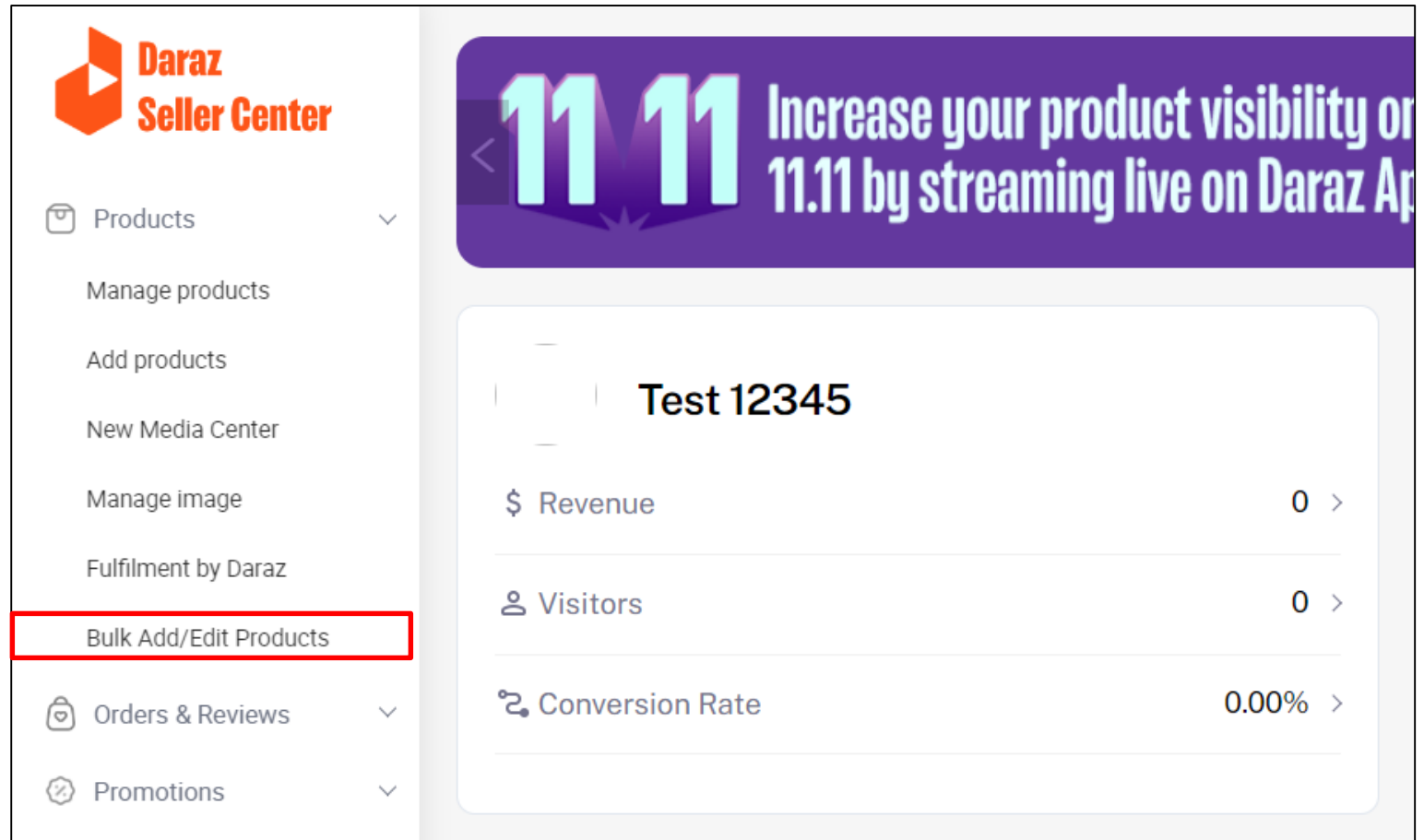
- ❑ According to our analysis, a seller who **categorizes correctly earns more sales** because **buyers are able to find relevant products when they search** using keywords in the specific category

- ❑ Most **customers prefer to search with a specific criteria**. Your sales get affected when sellers aren't able to see your products in the correct category

How To Choose The Correct Category?

Step 1:

- Log into Seller Center
- Select the Products tab
- Click on Bulk Add/Edit Products



The screenshot shows the Daraz Seller Center dashboard. On the left is a sidebar menu with the following items: Products (with a dropdown arrow), Manage products, Add products, New Media Center, Manage image, Fulfilment by Daraz, Bulk Add/Edit Products (highlighted with a red border), Orders & Reviews (with a dropdown arrow), and Promotions (with a dropdown arrow). The main content area features a purple banner at the top with the text '11.11 Increase your product visibility on 11.11 by streaming live on Daraz App'. Below the banner, there is a section for 'Test 12345' with three metrics: Revenue (\$ 0 >), Visitors (0 >), and Conversion Rate (0.00% >).

How To Choose The Correct Category?

Once you are directed to the products overview page:

Step 2: Click on Add Product


Select **Download Template** tab and click on **Export Category and Brands** button.


Step 3: Click on Download

An Excel file will be downloaded. In this, you can search for your category in the category tree.

Home > Products > Batch Publish Products

Batch Publish Products

**Add Product**
Add new products by uploading files

**Edit Product**
Edit existing products by uploading files

Download Template

Upload File

① You can export all category trees and brands

Export Category and Brands

View Export Record

① Select the categories of the products to generate template

Export Record						
① You can export all category trees and brands						
Task ID	Time	Task	Original File	User	Task status	Actions
203083	2022-10-31 15:36:49	Export Category Tree and Brands		Test 12345	Have completed	Download
210662	2022-10-31 15:34:37	Export Category Tree and Brands		Test 12345	Have completed	Download

OK

Cancel

Common Reasons For Miscategorization

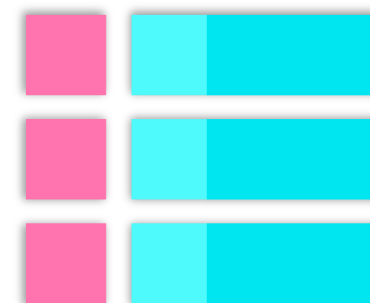


MASS UPLOAD

This refers to when you upload your entire product catalog in the same category through mass upload feature. It is common for sellers to ignore the categorization for outliers if majority of their products fall mainly in one category.

What to do?

Please choose the correct category for products you want to upload



MISSING CATEGORY

This refers to when you are unable to find a suitable category for your product and you choose any category for your product out of convenience

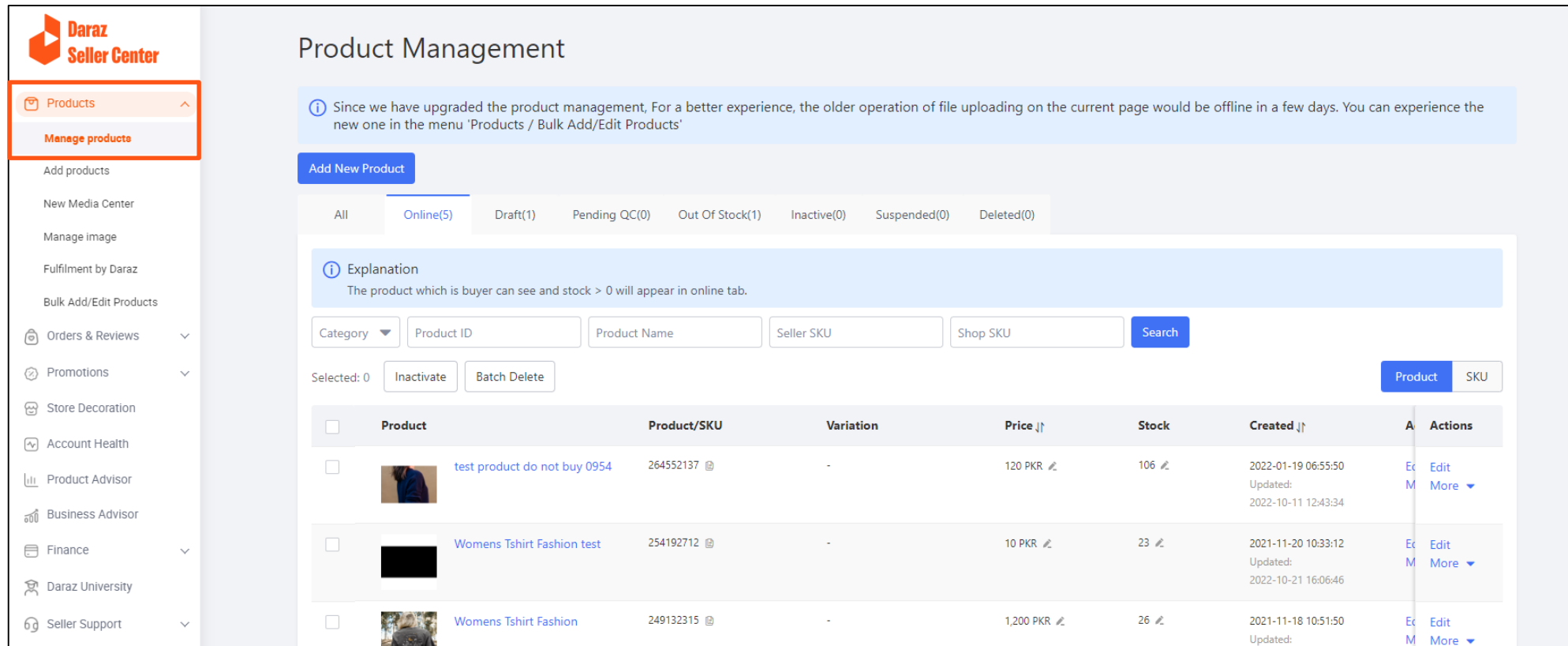
What to do?

Please contact Seller Support Center so you can be guided to choose the most suitable category for your products




What Should I Do If I Miscategorize Products?

To update the category of your product

Step 1: Log into **Seller Center** -> Select the **Products tab** -> Click on **Manage Products**




The screenshot shows the Daraz Seller Center interface. On the left sidebar, the 'Products' tab is highlighted, and 'Manage products' is selected. The main area is titled 'Product Management'. A blue banner at the top states: 'Since we have upgraded the product management, For a better experience, the older operation of file uploading on the current page would be offline in a few days. You can experience the new one in the menu 'Products / Bulk Add/Edit Products''. Below this is an 'Add New Product' button. A filter bar shows 'All' (5), 'Draft(1)', 'Pending QC(0)', 'Out Of Stock(1)', 'Inactive(0)', 'Suspended(0)', and 'Deleted(0)'. An 'Explanation' box notes: 'The product which is buyer can see and stock > 0 will appear in online tab.' Below this is a search bar with fields for Category, Product ID, Product Name, Seller SKU, and Shop SKU, and a 'Search' button. A table of products is displayed with columns: Product, Product/SKU, Variation, Price, Stock, Created, and Actions. The table contains three rows of product data.

Product	Product/SKU	Variation	Price	Stock	Created	Actions
 test product do not buy 0954	264552137	-	120 PKR	106	2022-01-19 06:55:50 Updated: 2022-10-11 12:43:34	Ec Edit M More
 Womens Tshirt Fashion test	254192712	-	10 PKR	23	2021-11-20 10:33:12 Updated: 2022-10-21 16:06:46	Ec Edit M More
 Womens Tshirt Fashion	249132315	-	1,200 PKR	26	2021-11-18 10:51:50 Updated:	Ec Edit M More

What Should I Do If I Miscategorize Products?

On the Product Management page, click on actions for the product you wish to update.

Step 2: Click on **Edit** and ensure all product attributes are accurately filled in.



Products

Manage products

Add products

New Media Center

Manage image

Fulfilment by Daraz

Bulk Add/Edit Products

Orders & Reviews

Promotions

Store Decoration

Account Health

Product Advisor

Business Advisor

Finance

Daraz University

Seller Support

Product Management

Since we have upgraded the product management, For a better experience, the older operation of file uploading on the current page would be offline in a few days. You can experience the new one in the menu 'Products / Bulk Add/Edit Products'




Add New Product

All
Online(5)
Draft(1)
Pending QC(0)
Out Of Stock(1)
Inactive(0)
Suspended(0)
Deleted(0)

Explanation
The product which is buyer can see and stock > 0 will appear in online tab.

Category
Product ID
Product Name
Seller SKU
Shop SKU
Search

Selected: 0 Inactivate Batch Delete

	Product	Product/SKU	Variation	Price	Stock	Created	Updated	Actions
<input type="checkbox"/>	 test product do not buy 0954	264552137	-	120 PKR	106	2022-01-19 06:55:50	2022-10-11 12:43:34	Edit More
<input type="checkbox"/>	 Womens Tshirt Fashion test	254192712	-	10 PKR	23	2021-11-20 10:33:12	2022-10-21 16:06:46	Edit More
<input type="checkbox"/>	 Womens Tshirt Fashion	249132315	-	1,200 PKR	26	2021-11-18 10:51:50		Edit More

WISHING YOU A GREAT SELLING EXPERIENCE!

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